

Introduction

Clevertap integrates app analytics and marketing.

User engagement is increased in 3 ways.

- 1) Track actions that users take in-app to analyze how to use the product.
- 2) Segment users of customers based on their actions and run targeted campaigns to these segments.
- 3) Analyze each of the campaigns to understand their effect on user engagement and customer's business metrics.

Features of Platform

- 1) CleverTap dashboard - perform all three tasks of user engagement.
- 2) SDK's can be integrated to analyse app.
- 3) API's help to push user profiles or event data from source to CleverTap. API's can be available in languages like Python or curl.
- 4) Export data from CleverTap for analysis in BI tools to be used via CRMs.
- 5) Third-party integrations like SendGrid, Twilio, Branch, Tune, Facebook audience Network etc.
- 6) Webhooks that let us trigger workflows in our backend systems as soon as qualifying events occur. Basically, trigger some process in the dashboard whenever a user meets the criteria to trigger it.

Core Concepts

1) Users

- The user profile is created on CleverTap SDK integration whenever a user launches app or websites.
- Default fields of User Profiles - Device and Location.
- Custom fields can be added to User Profiles specific to customer's business.

2) Events

- Events are real-life actions occurring on an app or website.
- They can be like a user viewing a product, listening to a song, making a purchase etc.
- Events are associated with a user profile.

3) Segments

- Group of users whose actions or user profiles properties match a set of criteria defined.
- A segment can be targeted with a campaign or create a report to analyze them.

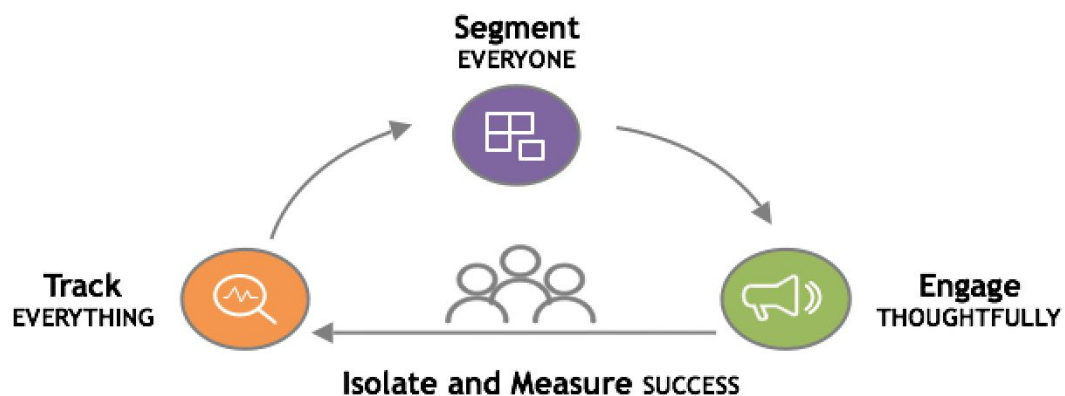
4) Campaigns

- Help to communicate with users at scale.
- 13 different messaging channels to reach users on the optimal channel.

5) Reports

- Understand the impact of our campaigns on users.
- Analyze user engagement and guide product decisions.

Use Case



Hotstar-

- # User Profiles

Wed, 8:15 PM
Help
⚠️
🔔
Tes Acc | Demo - Ecommerce | ⌵

Demo - Ecommerce / Profiles

Conversion event - Charged

Reset Identities

Email/Identity/CleverTap ID 🔍

Kimberly Bradley
☐ Mark as test profile ?

+13120100-161 +2

Chennai, Tamil Nadu, India
 Lat - 12.96097469329834
Long - 80.1594467163086

kimberlybradleyad13120100-161@testwiz.com +4
 +911802060016

Female

Profile
 Activity

	Filter by events	
	App Launched First On : Wed, Jun 14, 2017 Last On : Mon, Feb 5, 2018	62 times
	App Uninstalled First On : Fri, Feb 2, 2018 Last On : Fri, Feb 2, 2018	1 times
	Charged First On : Wed, Jun 28, 2017 Last On : Fri, Jan 26, 2018	7 times

User activity details

Avg. visit duration is
28 minutes

Avg. time between visits is
4 days

Mon, February 5, 2018

04:23:53 pm App Launched

Fields

These are the necessary parameters of a User Profile.

Default Profiles

- 1) Email
- 2) Phone Number
- 3) Language
- 4) Customer Type
- 5) CustomerID

- The benefit of a user profile is that it helps create a segment, which is basically a group of users with common actions of interests.
- A detailed user profile helps in personalizing the campaign messaging with information.
- The app can be also personalized based on CleverTap user profile.

User Profile Data Model

- **Identifiers**
 - Sort of like keys to identify a profile uniquely. Like unique CleverTap id. Custom identifiers can be added such as phone number, email, Facebook ID, Google ID, etc.
- **Properties**
 - Metadata can be a metaphor. Like information stored about the user. Info can be like age, sex, location, preferences, likes etc. each property catered according to the business.
- **Events**
 - Real-life actions taken by users on the app or website. A log of these actions is maintained. E.g Product viewed, video watched, purchase, item added to cart.

User Profile Types

A user profile type changes automatically depending on info set in it.

A user profile can only belong to one type.

- **Anonymous**
 - No uniquely identifiable info about the user.

- Addressable
 - Profiles reachable either via email or push notifications.
- Customer
 - Charged event logged. User will be marked as a customer.

Ways to update a user profile

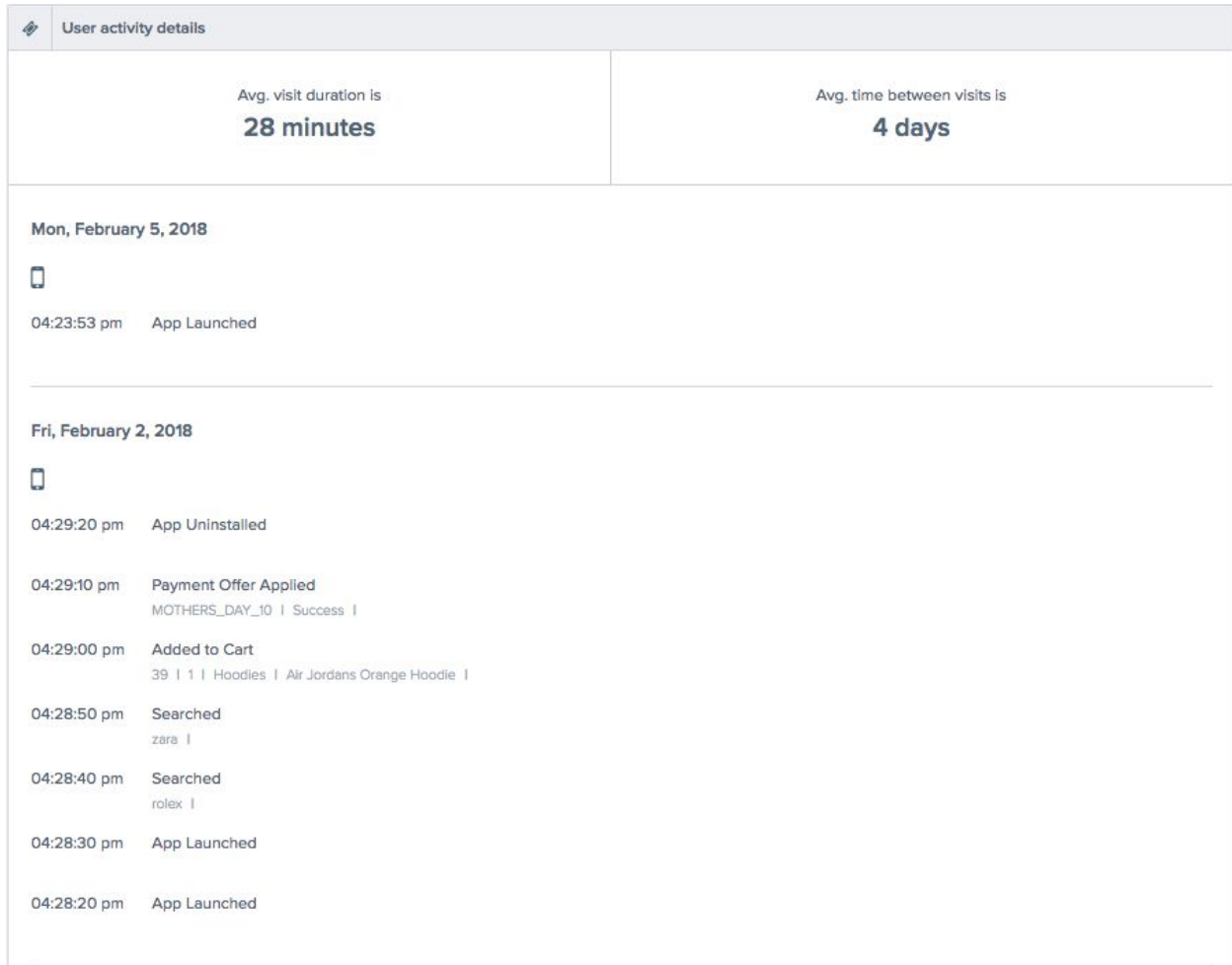
- Through SDK.
- Through server-side APIs.

System user properties

- This is basically processing the info
- E.g if DOB is passed via SDK/API, age is calculated. This helps in better data analysis.

Events

- Actions performed in the app or website.
- E.g. launching the app, viewing product, listening to a song, watching a video, clicking on ad etc.
- Metrics of events help in better understanding users. Metrics can be aggregated.
- Campaigns are based on analysed data from Events.



Categories

- 1) System Events - Recorded automatically.
- 2) Custom Events - Recorded based on criteria.

System Events

1) App Installed	2) App Launched	3) App Uninstalled
4) UTM visited	5) Notification sent	6) Notification Viewed
7) Notification Clicked	8) Push Impressions	9) App version changed
10) Notification Replied	11) Reply Sent	12) State transitioned
13) Session Concluded	14) Geo cluster Entered	15) Geo Cluster Exited

Debug Events in System Events

- 1) **Identity Set** - When a new user is identified on a customer's app or an identified user pushes another identity.
- 2) **Identity Error**- When an existing identity is associated incorrectly with another identity. The previous identity is now invalid for the new profile.
- 3) **Identity Reset** - When a profile is demerged.
- 4) **Reachable by** - When a user becomes reachable by a communication channel such as SMS, Email etc.

Standard Event Metadata

- 1) Info about who performed the event.
- 2) Data and time when the event was recorded.
- 3) The number of screens viewed by the users before performing the action.
- 4) The referring site and the source of the user visit if it was from an external source.
- 5) Geographic location (city, region, country, latitude/longitude etc.)
- 6) Browser/device make, model, version etc.

System properties

Prefixed by CT, i.e provided by Clevertap.

Available on all events:

- 1) CT App Version
- 2) CT Latitude*
- 3) CT Longitude*
- 4) CT Source (e.g SDK, API, Segment, appsflyer, apsalar,branch, tune, System)

Available on app launched:

- 1) CT App Version
- 2) CT Latitude*
- 3) CT Longitude*
- 4) CT OS Version
- 5) CT SDK Version
- 6) CT Network Carrier
- 7) CT Network Type
- 8) CT Connected To WiFi
- 9) CT Bluetooth Version
- 10) CT Bluetooth Enabled
- 11) CT Source (e.g SDK, API, Segment, appsflyer, apsalar,branch, tune, System)

*Only when consent is given.